

INTERNATIONAL BUYER PROGRAM
PACK EXPO International 2012
McCormick Place, Chicago, IL
October 28-31, 2012
<http://www.packexpo.com>

1. Event Description: PACK EXPO International 2012 is participating in the CY2012 International Buyer Program (IBP). PACK EXPO Chicago 2012 (PACK EXPO) will focus on the latest developments in packaging technology and will showcase exhibitors' state-of-the-art advances in packaging machinery, processing machinery, converting machinery, materials, packages and containers, and components.

A. General Description: PACK EXPO is held biennially and features the latest developments in packaging & processing technologies. Exhibitors bring their top technicians and engineers to provide packaging solutions to even the toughest packaging challenges. Because of the size and scope of the show, PACK EXPO has been the place for packaging and processing professionals to network, compare products and technology, and keep on top of industry trends, complete business transactions and gather information. More than 50,000 attendees visited the 2010 show, including 6,000 international attendees from over 127 countries. The 2010 show featured over 1,800 exhibitors across 1.1 million total net square feet of exhibit space.

PACK EXPO has evolved with industry changes to integrate packaging and processing solutions into one powerful show. More processing companies exhibit at PACK EXPO than at any other show in the United States.

B. Benefits to International Visitors: PMMI will be offering various benefits to IBP recruited delegations.

- Complimentary Registration (otherwise \$30 registration fee to attend if registered before October 8, 2012; \$60 registration fee to attend if registered after October 8, 2012)
- On-site briefings
- Personalized matchmaking software (My PACK EXPO)
- Access to resources in the International Business Center

C. Product Categories: Products and services that will be exhibited at the show cover packaging equipment and services, converting equipment and services, and food processing equipment and services. Industry pavilions at the show include the Brand Zone, the Confectionery Pavilion, the Pharmaceutical Pavilion, and the Processing Zone. [Learn more.](#)

D. Target Audience: PACK EXPO attracts attendees with the greatest possible buying power, including decision-makers and influencers from thousands of companies from the U.S. and over 100 countries representing multi-billion dollar industries. Corporate managers, engineers, manufacturers, quality controllers, purchasers, production supervisors, research/development, sales & marketing represent 85% of the PACK EXPO attendees in a broad range of industries: food and beverage, dairy/meat, pharmaceutical/medical, chemical/household, computer,

electronics, components, converting, volume printing, toys & games, aerospace, entertainment, private label, seafood, wineries, confectionery, bakery, snack food, etc.

PMMI would like to attract more sales agents and distributors to PACK EXPO. Accordingly, PMMI is seeking to emphasize recruitment of sales agents and distributors internationally. PMMI offers a business partner matchmaking service for all international sales agents at PACK EXPO.

3. Event Contacts

A. Show Organizer

Mr. Ryan Oklewicz
Global Marketing Manager
Packaging Machinery Manufacturers Institute
11911 Freedom Drive, Suite 600
Reston, VA 20190
Tel: 703-243-8555
Fax: 703-243-8556
Email: ryan@pmmi.org

B. International Buyer Program Project Officer

Mrs. Philippa Olsen
1300 Pennsylvania Avenue, NW, M-800
Washington, DC 20230
Tel: 202-482-5449
Fax: 202-482-5362
Email: philippa.olsen@trade.gov

C. Agribusiness Team Lead for PACK EXPO International 2012

Todd Hiser
U.S. Commercial Service
401 North Front Street, Suite 200
Columbus, OH 43215
Tel: 216-522-4756
Fax: 216-522-2235
Email: todd.hiser@trade.gov

4. Event Promotion

A. Multilanguage Brochures: The International Attendee section of the PACK EXPO website is translated into several languages: Spanish, Chinese, Portuguese, French, Japanese, Russian, Korean, and German.

B. Internet: PACK EXPO has an extensive website containing detailed information about the show, list of exhibitors, conference sessions, registration, and more. This website can be found at <http://www.packexpo.com>. In addition, a monthly email newsletter from PMMI will keep IBP delegation leaders updated on PACK EXPO.

Also, PACK EXPO Chicago will once again be launching “My Pack Expo.” Each registrant will be given a login and link to the site, which will allow attendees and exhibitors to plan their show experience before arriving in Chicago. Attendees will be able to search for exhibitors and their products, arrange meetings in advance of the show, and map out their show visit.

C. Registration is free to all IBP recruited delegates. Online registration is available at <http://www.packexpo.com>.

D. Hotel: Information about hotel accommodations for delegates can be found in the housing section of the show website at www.packexpo.com or please contact Philippa Olsen for additional information. **The deadline to request a complimentary hotel room is August 31, 2012.**

5. Onsite Programs

A. International Business Center (IBC): Access to the IBC where international visitors and exhibitors can stay in touch with home offices at Internet stations, reserve and use private meeting rooms, enjoy refreshments or just relax. The IBC will also feature computerized product locators and badge printing and registration services. Interpreters covering the following languages will also be available: Chinese, Spanish and Portuguese. Department of Commerce Trade Specialists will be onsite to provide matchmaking assistance and export trade counseling to international attendees and exhibitors.

B. Delegation Briefings: For delegations of 15 or more, a private PACK EXPO briefing can be held to familiarize the group with the scope of the show and services.

C. Conference Sessions: PACK EXPO Chicago 2012 will once again sponsor the “*Conference at PACK EXPO*.” The conference will run Sunday through Tuesday, October 28-30, 2012. PACK EXPO will feature a three day conference program for both visitors and exhibitors on global issues of interest. More details about the program and its costs will be sent at a later date.

D. PMMI will be hosting an International Reception open to all international delegates. The event will take place Monday, October 29, 2012 at a location and time to be determined.

E. Matchmaking Services: The Agribusiness Team will be organizing business matchmaking at PACK EXPO. This program will allow foreign buyers to meet with U.S. exhibitors. PACK EXPO will create an Export Interest Directory, which will list all exhibitors who have indicated an interest in meeting with international attendees from specific regions and/or countries. Please contact [Todd Hiser](#) and copy Project Officer [Philippa Olsen](#) to confirm participation in the business matchmaking program.